

ANALISIS FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN KEPUTUSAN KONSUMEN MEMILIH TAKSI CITRA DI KODYA MALANG

KARYA TULIS UTAMA

Untuk memenuhi sebagian persyaratan
guna mencapai gelar Magister Manajemen



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PROGRAM MAGISTER MANAJEMEN
UNIVERSITAS AIRLANGGA
SURABAYA
1998

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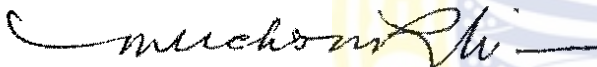
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Muchsin Rahim, SE, MSc, PhD.

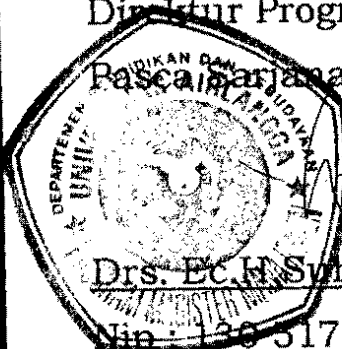
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Mengetahui,

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Pasca Sarjana Universitas Airlangga



Drs. Ec. H. Synerman Rosyidi, M.Com. Tanggal

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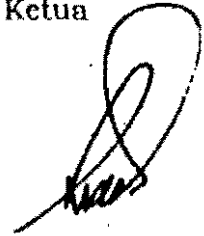
HALAMAN PERBAIKAN

Dengan ini saya bernama Maria Utami Dewi menyatakan telah melakukan perbaikan tesis yang berjudul "Analisis Faktor-faktor yang Berhubungan dengan Keputusan Konsumen Memilih Taksi Citra di Kodya Malang" sesuai dengan yang telah disarankan oleh team penguji.

Mengetahui

Ketua

Sekretaris



Dr. Amirudin Umar

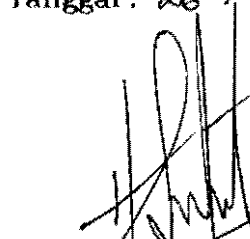
Tanggal: 26 Maret 1998



Muchsin Rahim, SE, MSc, PhD

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ABSTRAK

For a developing country like Indonesia transportation plays an important role. Along with development of major cities taxi service emerges to be an attractive business. Various facilities and incentives offered by the government lead to the emergence of new players within the industry. Competition becomes a series of races down identical paths that only the company that consistently succeeds in serving customers more effectively than its competitors can win.

This study attempts to determine the service attributes that are related to the customer choice of CITRA taxi in Malang, East Java. In addition, it wants to find out the rank of those attributes put by the customers with regard to their decision in choosing CITRA taxi. As the variables identified and examined in this study are theoretically interrelated, factor analysis is selected as an appropriate technique.

Based on a sample of 441 respondents drawn randomly research findings indicate that there are four factors that are related to the customer choice of CITRA taxi in Malang. First factor, i.e. convenience, accounts for 41.70% of the total variance, second factor, i.e. completeness, 7.80%, third factor, i.e. responsibility, 6.40% and fourth factor, i.e. safeness, 6.30%. Furthermore, tabulation of rank scores suggests that the customers put those attributes as follows: station, fleet, waiting time, car condition, driving style, A.C. condition, car cleanliness, driver's attitudes and seat condition.

The reasearcher finally proposes that PT. CITRA KENDEDES UTAMA should develop its competencies around those four factors and position itself strategically by performing different activities from rivals or performing similar activities in different ways.